

Family and Children's Trust Fund (FACT)  
***Fund Development Committee Minutes***

The meeting was called to order by Committee Chair Andria McClellan at 10:12 am on Friday, January 16, 2015. The meeting included Andria McClellan, Kevin Keane, Frank Blechman, and Hayley Mathews. Kay Kovacs and Lisa Specter-Dunaway also participated by phone.

Ms. Mathews provided a brief update on the latest progress with the 2014 FACT Report, Issue Brief, and data portal. Once the publications are finalized, they will be widely circulated to a large network of FACT stakeholders and other human services professionals.

Mr. Keane reviewed FACT's draft Strategic Marketing Plan, which is intended to provide the foundation for FACT's marketing/branding actions. Following a review of the plan, committee members agreed that the plan was reflective of recent Board discussions about FACT's marketing work.

As discussion continued, Board members considered that if the committee's fundamental goal is to build a brand that will yield greater resources for FACT, then decisions need to be made about who the key audience will be for FACT's efforts. The committee was in agreement that there is a larger audience, beyond human services professionals, who care about the issue for family violence.

Members also discussed the possibility of engaging another statewide partner to help drive our message and market FACT's purpose. Members agreed that there needs to be a difference between educational and fundraising messages. FACT needs messages that will appeal to people's emotions in order to encourage people to give or buy into existing license plates and the income tax check-off program, but FACT also needs to continue to provide resources that will be helpful to the human services field.

Preliminary recommendations were made by the committee, which will be reported to the Board in March, following a larger discussion of FACT's draft Strategic Marketing Plan. Recommendations include:

- Primary message should focus on prevention
- Build on the existing assets we have
- Allocate 10% of FACT's budget to do marketing work
- Promote one area of focus for a select period of time
- Messages should be emotional/motivational

Members requested the Ms. Mathews gather more information regarding FACT's ability to procure assistance from a graphic designer to assist with design material. She will gather that information and provide an update during the next meeting.

The next meeting will take place during the designated committee break-out time at FACT's next Board of Trustees meeting on Tuesday, March 3<sup>rd</sup> and Wednesday, March 4<sup>th</sup>. The meeting ended at 12:08 pm.